



Reaching out through Environmental Education to Filipinos
(and supporters of the Philippines here, there and everywhere)

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FILIPINO CELEBRITIES RAISE CONSCIOUSNESS ABOUT THE ENVIRONMENT



Piolo Pascual

Environmental issues are front-page news these days, and celebrities around the globe have become spokespersons for various environmental causes. In the Philippines, movie actors are likewise lending their high-profile celebrity status to raise consciousness about the environment.

Popular actor and singer, **PIOLO PASCUAL**, is an “ambassador” for the Haribon Foundation, a non-profit organization dedicated to the conservation of Philippine biodiversity. Fighting for the environment is “not only for our leaders to fight,” he said in a speech last year, “it is a good fight for us all—this is a worthy cause that warrants our attention, action and commitment.” According to him, “Artists can be people of influence, they can reach the masses, and they can make people listen, and I would like to make use of that in a positive way.”



Richard Gutierrez

RICHARD GUTIERREZ, a major name in film and television, was inspired by Al Gore’s documentary film and decided to be an advocate for Greenpeace because “it pushes for non-violent direct action against environmental abuse and destruction.” He was recently involved in the *Simple Lang* project, an energy-consciousness campaign to address climate change in the Philippines.

Actress, singer and model **CHIN-CHIN GUTIERREZ** is the Vice Chair of Mother Earth Foundation. She was named one of Time Magazine’s “Asian Heroes” in 2003, and received the 2004 The Outstanding Women in Nation’s Service (TOWNS) award for environmental advocacy. Education is key, she emphasizes, pointing out that “consciousness is the absence of ignorance; if we increase consciousness, then true change can happen towards a sustainable future.”



Chin-Chin Gutierrez

For the organizations that these celebrities represent, educating the public is a vital component of their mission. The same is true for institutions such as San Francisco’s California Academy of Sciences, which will unveil the Philippine Coral Reef Exhibit when it reopens in Golden Gate Park on September 27. Dr. Meg Burke, Director of Education at the Academy, says that “our goal is to reach as broad and diverse an audience as possible. Exhibits such as the living Philippine coral reef are a wonderful way to help raise awareness of the environment and make the public interested in helping to protect these resources.”

For information: www.pusod.org/reef

THE PHILIPPINE CORAL REEF EXHIBIT
AT THE CALIFORNIA ACADEMY OF SCIENCES
Golden Gate Park, San Francisco, California

OPENS SEPTEMBER 27, 2008

For information about the Academy:

www.calacademy.org



CORAL IS INTEGRAL